## ABSTRACT

A pulse wave detecting apparatus is provided which is capable of measuring a pulse rate more accurately even with a calculation unit having low calculating capability. An A-D conversion circuit samples a pulse wave detected by a pulse wave sensor at 16 Hz to perform A-D conversion of the same and sequentially outputs resultant signals to a modified moving average process circuit. The modified moving average process circuit sequentially averages every two of the signals from the A-D conversion circuit without duplication and outputs signals at 8 Hz, and an FFT circuit performs Fourier transform on signals obtained through the averaging. Another A-D conversion circuit samples kinetic noises detected by an acceleration sensor at 8 Hz to perform A-D conversion of the same and sequentially outputs resultant signals to another FFT circuit, and the FFT circuit performs Fourier transform on the input signals. A pulse rate calculation circuit obtains differences between the signals output by the FFT circuits to calculate a pulse rate. The pulse rate is displayed by a display section.